**PROJECT A**

The iPad first originated on 27th January 2010. It took the world by storm as it was the first tablet computer to be created.

The price of iPad is determined based on the other products present in the market, the features of the iPad and as well as the demand for it.A lower demand will eventually cause the price to be lower to increase the demand and the willingness of the consumers to purchase it.In addition, an iPad with a larger memory like 32 GB will cost a lot more than that with a lesser memory, 16GB. All iPad have either wifi or 3G installed in them. However, those with 3G will cost considerably more than those with wifi. Reason being the fact that not all places have wifi hence 3G is a more convenient alternative especially for people who travels a lot.Furthermore, the prices of iPad varies in different countries due to the different taxes that Apple charges. For example, Apple charges 7 percent more tax to UK than to US.

By having substitutes in the market, the price of iPad must be able to compete with the lower prices of these substitutes like Samsung Galaxy Tab, LG Optimus Pad, HTC Flyer & Motoral Xoom. They must ensure that the consumers will be willing & able to purchase the iPad despite its higher prices due to its good features and performances. iPad also has some of its own accessories. For example, the different types & array of iPad covers from leathers, silicons, to plastics with various colours and designs imprinted on them. iPad also have keyboard & camera connection kit that can be adapted to it when want to be used.Apple iPad are different as they use iTunes, a music player specially designed for Apple products. Consumers are able to download applications, music, videos & movies from the iTunes application store. The Apple applications also cover a wide range of purposes such as entertainment, learning, business, and lifestyle which helps to make life better and easier.